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October 14, 2011

Mr. Jeff Bezos
Chief Executive Officer
Amazon
1200 12th Avenue South
Seattle, WA 98144

Dear Mr. Bezos:

According to a recent report in The New York Times ("Amazon's Foray into Browser Wars", October 3, 2011), Amazon's new tablet, the Kindle Fire, and the new browser Amazon developed for it, the Silk, "may give Amazon unique insight into the Web clicks, buying patterns and media habits of Fire users". I am concerned that such a combination will enable Amazon to collect and utilize an extraordinary amount of information about its users' Internet surfing and buying habits.

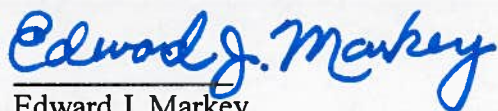
According to this media report, the Fire allows its users to visit websites on their personal devices. However, users of the Fire must also use Silk, the browser developed by Amazon, to visit those websites. By coupling the Fire with Silk, Amazon can essentially track each and every Web click of its customers. Amazon will know where people shop, what items they buy, when they buy them, and how much they pay.

Users' Web traffic will be transmitted through Amazon's servers and, therefore, The New York Times article points out "there are serious security and privacy implications to Silk". Amazon's plan has been called a "privatized merchant data-aggregation network" by one industry participant. As a co-Chair of the Congressional Bi-Partisan Privacy Caucus, I request Amazon's responses to the questions that follow.

1. What information does Amazon plan to collect about users of the Kindle Fire?
2. How does Amazon intend to use this information? Does Amazon plan to sell, rent or otherwise make available this customer information to outside companies? If yes, to which firms?
3. How will Amazon convey its privacy policy to the Fire and Silk users? Please provide Amazon's privacy policy covering the Kindle Fire, if available.
4. If Amazon plans to collect information about its users' Internet browsing habits, will customers be able to affirmatively opt in to participate in the data sharing program?

Thank you for your attention to this important matter. Please provide responses to these questions no later than November 4, 2011. If you have any questions, please have a member of your staff contact Joseph Wender in my office (202-225-2836).

Sincerely,



Edward J. Markey

Co-Chairman

Congressional Bi-Partisan Privacy Caucus